

WORLD MALARIA DAY

25th April 2015

Supporter Update



On **Saturday 25th April** we mark World Malaria Day. It's an opportunity for organisations and individuals across the globe to shine a spotlight on efforts to tackle malaria, and the need to keep working hard towards a malaria free world.

Where the fight against malaria is concerned, despite unprecedented progress it really is still **All To Play For** – something that we at Malaria No More UK are determined to highlight.

This World Malaria Day we wanted to take the opportunity to share some of Malaria No More UK's recent successes with our most active and valued supporters whilst also giving you a preview of some of our plans for the coming months.

LOOK WHAT WE'VE ACHIEVED

We entered 2015 celebrating some phenomenal achievements. When we jointly hosted the official launch of the 2014 World Malaria Report in Parliament last December, incredible progress was revealed.

A photograph of a smiling woman in a dark jacket holding a young child in a light blue hoodie. The child is holding a large, blue and white mosquito net. The net has the letters 'DAW' in large green font, with smaller text below: 'DANA POWER - LASTING POWER' and 'PROTECTION DANA - PROTECTION DURABLE'.

Between 2000 and 2013

- malaria deaths fell by 47%
- deaths of young children more than halved

2014 was a record year for mosquito net distributions.

The UK can take pride in being at the forefront of these achievements; malaria has been prioritised within the UK's international aid budget and, our own polling shows that in the years since Malaria No More UK's launch awareness of malaria as a serious development issue has risen from 52% to around 70%.

Yet there are still 584,000 people – mainly children under five - dying from a disease that costs as little as £1 to treat each year. There is clearly so much more to be done.

IN 2015 WE WILL INSPIRE, PROTECT AND UNLOCK

2015 will see a new Parliament elected in the UK, a new set of global development goals to see us to 2030, and – we are determined to make sure that the year also sees a renewed commitment to ending malaria for good.

This need to re-energise our efforts is reflected in a refresh of our own website malaria.nomore.org.uk to highlight the three pillars that support all our efforts to end malaria.

We Inspire

...and in 2015 we will be making sure that the incoming Government is inspired to help end malaria within a generation. We'll also be introducing a new group through which business and media partners can pledge their support.

We Protect

...by investing in innovative malaria elimination programmes in Africa. This year we are supporting Community Health Workers to improve malaria treatment and care in Kenya and Namibia, protecting and saving lives and reaching up to 350,000 people at risk.

We Unlock

...funding for the global malaria campaign and 2015 will see Malaria No More UK expanding the scope of these efforts with a view to increasing malaria spending from Europe and within Africa, whilst supporting our colleagues at Malaria No More US to do the same in Asia.

25TH APRIL AND BEYOND – IT IS #AllToPlayFor

As we celebrate the huge progress made in the malaria campaign to-date, we must not forget that we are only half way there.



The malaria community only has half the resources that it needs to rid the world of this global killer.

We must make sure that no one takes their foot off the pedal, and that we join together and accelerate our efforts to make Malaria No More. Your committed support is crucial to saving and protecting lives from malaria - **thank you.**

Spotlight on Kenya: Protecting

Towards the end of last year, **Malaria No More UK Executive Director, James Whiting** visited the most malarial and impoverished part of Kenya- Siaya County. Nearly 40% of children there have malaria parasites (its 4% elsewhere in Kenya) and everyone knows someone who has lost a child or wife during pregnancy to malaria. During his visit he met 13 year old Lillian, who was home from school.

When I met Lillian she was upset and frustrated. She didn't want to be at home - she loves science and wants to be a teacher when she grows up - but like up to 20 of her classmates each day (5% of her school) she was sick with malaria.

Lillian's mum Doreen worries every time one of her five children show signs of malaria as the nearest health facility is a long walk away - a journey that takes much longer if she is carrying a sick child.

But thanks to funds raised for Malaria No More UK, we are about to help train and support over 300 Community Health Volunteers who will take malaria care into communities and people's homes. Soon everyone in every village will have someone they can turn to for malaria protection advice, quick diagnostic testing and treatment for malaria, rather than facing the sometimes impossible task of getting to the nearest health centre.

This work will help make sure that there are fewer cases of malaria, and far fewer deaths in Western Kenya, and that children like Lillian have a better chance at a healthy life and future.



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